

# 2016 HIV, STD, and Hepatitis Awareness Poster PSA Contest

## Information and Contest Rules

The Bureau of HIV, STD, and Hepatitis (BHSB) is sponsoring a poster contest to engage students in discussion and raise awareness. It is important to BHSB to get the viewpoint of young adults on the topics of HIV, STDs and Hepatitis. Many may have heard of HIV or STDs but possibly not Hepatitis. The risks are real for youth and people of all ages and many may not have the facts. Get the facts and help us raise awareness.

### Eligibility Requirements

Open to all college students.

**The winning posters may be used throughout the year in various avenues to promote these topics.**

### Poster Slogans and Topics

**Pick one of the following Slogans:**

1. \_\_\_\_\_ #PreventThis
2. \_\_\_\_\_ Stigma Hurts
3. Alcohol, Drug Use and \_\_\_\_\_. Understand the Link!

**Utilize the blank for one of the following Topics:**

1. Hepatitis C
2. HIV
3. STDs
4. Incorporate all 3

### Judging and Awards

Entries will be judged on how well it matches the topic, the accuracy of the information and the effectiveness of the message.

Winners will receive a certificate

and gift cards as follows:

1st place = \$200 gift card

2nd place = \$150 gift card

3rd place = \$100 gift card

For more resource information we encourage participants to visit: [www.cdc.gov/std](http://www.cdc.gov/std)  
[www.cdc.gov/hiv](http://www.cdc.gov/hiv) [www.cdc.gov/hepatitis](http://www.cdc.gov/hepatitis)  
[www.health.mo.gov/hiv-std-hep](http://www.health.mo.gov/hiv-std-hep)

### Artwork Requirements

Artwork must meet the following requirements:

1. Poster must be a digital creation (computer graphics, photographs, etc) and formatted as a photo file or *pdf*.
2. The size must be 11" x 17" when printed.
3. Must come accompanied with the *Artwork Submission Form*.
4. Do not put a name or anything that is not part of the poster on the image.
5. One slogan and topic must be chosen and be visible in the artwork.
6. Copyrighted characters, products, logos, trademarks, and brand names cannot be used.
7. Lettering and messaging should be large enough to reproduce well.
8. **All entries become property of BHSB and may be printed or used in media campaigns.**
9. Contest entries must reach BHSB by 5pm, October 31, 2016. Send entries to [anna.long@health.mo.gov](mailto:anna.long@health.mo.gov)

Missouri Department of Health and Senior Services  
Bureau of HIV, STD, and Hepatitis  
PO Box 570

Jefferson City, MO 65102

**Please call 573-751-6439**

**if there are any questions.**

# Artwork Submission Form

## 2016 HIV, STD, and Hepatitis Awareness Poster PSA Contest

Please include this form when you submit your entry.

**Please clearly fill in (type or print) the requested information.**

Student Name \_\_\_\_\_ Age \_\_\_\_\_

Gender: Male \_\_\_\_ Female \_\_\_\_ Transgender \_\_\_\_

Ethnicity (optional) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

School Name and Address \_\_\_\_\_

**Please note that by submitting a poster to the Bureau of HIV, STD, and Hepatitis that you hereby agree that your poster or representations of your poster may be used in professional, educational, exhibition, video production and/or presentation.**

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

Title of Artwork \_\_\_\_\_

**Circle your Slogan:**

1. #PreventThis                      2. Stigma Hurts                      3. Understand the Link!

**Topic focus** \_\_\_\_\_

Is there anything specific that you learned about HIV, STD or Hepatitis by participating in this contest, or anything you would like to share about your art?

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Missouri Department of Health and Senior Services  
Bureau of HIV, STD, and Hepatitis  
930 Wildwood Dr. - PO Box 570  
Jefferson City, MO 65102  
573-751-6439  
www.health.mo.gov

**Please include this form when you submit your entry.**  
**If you email your digital image entry and you do not have means to sign this form electronically you can scan this form and email it or you can fax it to 573-751-6447.**  
**Attn: Anna Long**

**Missouri Department of Health and Senior Services  
Bureau of HIV, STD, and Hepatitis**

**WHAT IS STIGMA?**

Stigma means different things to different people. One dictionary's definition is the shame or disgrace attached to something regarded as socially unacceptable. People who are stigmatized are marked as being different and are blamed for that difference.

Discrimination means treating one person differently from another in a way that is unfair. Some situations of discrimination are against the law.

Stigma and discrimination can include prejudice, negative attitudes and abuse that may be directed at people living with human immunodeficiency virus (HIV), sexually transmitted diseases (STDs) or a hepatitis virus. It can result in people being insulted, rejected, gossiped about and excluded from social activities. The effects of stigma and discrimination are wide-ranging. Some people are shunned by family, peers and the wider community, while others face poor treatment in healthcare and education settings, erosion of their human rights, and emotional damage.

All of these things could possibly limit access to testing, treatment and other services.

**Why is there stigma around HIV and Hepatitis?**

The fear surrounding the emerging HIV epidemic in the 1980s persists today. At that time, very little was known about how HIV was transmitted, which made people scared of those infected due to fear of contagion. Still today there is inaccurate information about how HIV is transmitted, creating irrational behavior and misperceptions of personal risk.

Many people are also uneducated about how viral hepatitis is transmitted from person to person.

**How stigma affects the response**

Fear of stigma and discrimination may be the main reason why people are reluctant to get tested. It may keep them from disclosing their HIV, STD or hepatitis status. They also may not seek treatment. An unwillingness to take an HIV test means that more people are diagnosed late, when the virus may have already progressed to AIDS. This makes treatment less effective, increasing the likelihood of transmitting HIV to others, and causing early death.

**How stigma affects people**

Stigma and discrimination exist worldwide, although they manifest themselves differently across countries, communities, religious groups and individuals.

Social stigma could lead to:

- |   |                             |
|---|-----------------------------|
| ■ Loss of income and livelihood             | ■ Loss of hope              |
| ■ Loss of marriage and childbearing options | ■ Feelings of worthlessness |
| ■ Withdrawal of caregiving in the home      |                             |

Stigma makes it more difficult for people trying to come to terms with and manage their illness.

Self-stigma or internalized stigma has an equally damaging effect on the mental wellbeing of people living with HIV or hepatitis. This fear of discrimination breaks down confidence to seek help and medical care.

Self-stigma and fear of a negative community reaction can hinder efforts to address the HIV and hepatitis epidemics by continuing the wall of silence and shame surrounding these viruses.

**Overpowering Stigma by Empowering People**

We can overpower stigma with your help. Let's empower people by educating and emphasizing the rights of anyone living with HIV, an STD, or hepatitis.

# Poster

For All  
College  
Students

Please contact  
573-751-6439 for  
more information.

# Contest

1st Place  
Winner gets  
**\$200**  
gift card

HIV, STD and  
Hepatitis  
Awareness